# FORMAL LETTER 9

You should look at the poster on the next page and study the information carefully to write your letter.

You have always been interested in cooking and you have tried cooking for family and friends. You would like to set up a stall at the Food Festival.

Send a letter to the chairperson of the food festival stating:

- two reasons for participating in the food festival based on the information in the poster
- two other reasons of your own for participating in the food festival
- why you feel one of the reasons is the most important for your participation in the festival

Write your letter in clear, accurate English and in a clear and formal tone to express your interest to the chairperson.

You should use your own words as much as possible.

# Celebrate our heritage!

Food Festival
Saturday, 21 February
Convention Centre
11am-10pm

Organiser: Aerial Food Pte Ltd

This year, we are inviting teenagers to run the food stalls at the festival. This is a golden opportunity to have fun while learning something new!

- A twist on local cuisine is welcomed. (Items to be sold must be approved by the Food Festival organising committee.)
- Heavy cooking is prohibited.
- 2-4 people are required to run a stall.
- Stallholders will be responsible for the running of the stall from the setting up of equipment to the cleaning of the stall at the end of the day.
- Stall rental \$20 (All proceeds go to the Children's Cancer Foundation.)
- Stall holders can start preparations an hour before the doors are opened to the public.
- Mingle with local and international celebrity chefs.
- Sign up for the mystery dining tour to provide a 3-course meal for 8
  couples. (Those participating in this event will be provided with a proper
  kitchen.)

29 Stanton Drive Singapore 385671

10 January 2015

The Chairperson Aerial Food Pte Ltd 108 Casper Road Singapore 647819

Dear Sir/Madam

## Setting up a food stall at the food festival

I am writing to express my interest in running a food stall at the food festival.

I have experience in running a stall from the preparation to the cooking and cleaning as I have been assisting my mother at her stall at a popular food centre for the past three years. Running a stall at the food festival **entails** a reasonable amount of experience or the stall would not be run smoothly. I believe I will be able to run the stall effectively during the food festival.

I am also able to cook local food such as cakes and pastries as these were sold at my mother's stall. I helped my mother to **derive** new recipes for the local pastries. We now have a wider variety of fillings for the pastries. Based on the improvement in our sales after the new pastries were introduced, I am certain that the pastries would be popular at the food festival as well.

I would also like to run a stall as I am passionate about cooking. I would enjoy sharing the food that I cook with the visitors at the food festival. It would also be a good way for me to learn more about the likes and dislikes of the visitors, allowing me to modify the food that I cook.

Running a stall would also allow me to develop entrepreneurial skills. Although I have experience working at my mother's stall, I am not responsible for helping her to increase sales. At the food festival, it would be in my best interest to learn how to increase my sales at the stall. Not only would I have to ensure that my stall is appealing in terms of décor and the type of food available, I would also have to find ways to encourage more people to visit my stall. Running the stall would give me the opportunity to develop the entrepreneurial skills I have been looking forward to attaining in order to run my own stall in the future.

Paragraph Topic

Paragraph 1 Introduction: Purpose of the email

Paragraph 2
Experience in running the stall

Paragraph 3
Able to cook local food

Paragraph 4
Passionate about cooking

Paragraph 5
Able to develop entrepreneurial skills

I feel that my passion in cooking is the main reason for my interest in running a stall at the food festival. The food festival is the epitome of culinary excellence and it is therefore an opportune time for those who are passionate in cooking to be able to present their skills.

Paragraph 6

Passion in cooking is main reason for running the stall

I hope you will consider my application to run a food stall. I look forward to contributing at the food festival.

Paragraph 7 Conclusion: Events after the email

Yours faithfully Macy Francis (Ms)



# CR Comments 80

The writer maintains a confident yet polite tone throughout the letter.

## Vocabulary

1. entails: involves

2. derive: to aet

3. epitome: the best example of something

## 08 Word 9/se 80

When we write a formal letter to request for something, we should use a polite tone. One way we can do this is to use the phrase 'I hope that'.

'I hope you will consider my application to run a food stall.'

This phrase 'I hope' can be used at any part of the letter and not just at the end. It can be rephrased to say,

I am writing this letter in the hope that...

Note that using the word 'hopefully' does not convey the same formal tone in such a letter. For example, 'Hopefully, you will consider my application to run a food stall.' not only has an informal tone, it is also less polite. Do not form your sentences in this way for formal letters.